

State Capitol Visitor Services

2005-07 Business Plan

EXECUTIVE SUMMARY

Activity Description:

The State Capitol Visitor Services activity provides public information and access to the public for the State Capitol Campus. Educational tours are provided to the visiting public, school children, Washington State citizens, constituents and visiting dignitaries. Tours are conducted of the Legislative Building, state capitol grounds, capitol conservatory, and the Temple of Justice. Special events, such as rallies, demonstrations and other formal gatherings, are also coordinated by Visitor Services.

Visitor Services has a biennial budget of \$920,000 and 10.8 FTEs.

Retrospective:

In 1989 when the State was gearing up for its 100th birthday celebration, the Department of General Administration committed funding for a tour and visitor program to accommodate anticipated requests for tours. The program continued to develop and incorporate all public access activities on the Capitol Campus for General Administration.

In 1993 the Washington State Legislature made the decision to combine all Legislative Tour program activities under one umbrella with State Capitol Visitor Services, fully funding the program to that end.

Prospective:

State Capitol Visitor Services recognizes the importance and value of public access and citizen participation in Washington State government. Visitor Services' programmatic goals and operational plans are designed to support citizen and visitor access to the Washington State Capitol and its elected officials, representatives, and processes of government. The Visitor Services program strives to provide safe, educational, and informative services to a wide variety of visitors and citizens in a manner that achieves excellent customer service, high employee satisfaction, and a reputation as a valued and integral element of state government and the democratic process.

State Capitol Visitor Services provides the following services:

- ▶ Educational public tours for public, private, and home schooled students emphasizing information on legislative, executive, and judicial branches of government as well as Washington State and Olympia history
- ▶ Hourly "walk-on" tours of the Legislative Building are provided seven days a week, from 10 am to 3 pm. These tours are primarily directed to "drop-in" visitors, and focus on the architecture and history of the Legislative Building, local Olympia history, and information on the Washington State Legislature.

- ▶ Special V.I.P. tours for visiting dignitaries and guests of elected officials and/or members of the Legislature.
- ▶ Permitting and coordination of Capitol Campus events, activities, and advocacy days which occur on Capitol Campus grounds or in the public spaces of the Legislative Building.
- ▶ Operation of the Information Center located on the corner of 14th and Capitol Way seven days a week from Memorial Day to Labor Day.

Major Initiatives for 05-07 Biennium:

- ▶ Return Visitor Services program staff and volunteers to the Legislative Building operations following the renovation and rehabilitation project.
- ▶ Implement a training program for staff and volunteers focusing on changes to the Legislative Building in order to address questions visitors may have on the completed renovation.
- ▶ Adjust visitor program activities to the new security and screening procedures being implemented in the Legislative Building.
- ▶ Continue to recruit volunteers to assist with the anticipated increase in visitors immediately following reopening of Legislative Building.
- ▶ Continue to maintain high customer service ratings for Visitor Services program.

Visitor Services will monitor program performance in the following ways:

- ▶ Customer Service ratings via the Department's Customer Service Surveys.
- ▶ Correspondence and letters of appreciation sent to tour guides.
- ▶ Ongoing communication with major stakeholders for feedback and problem solving..
- ▶ Number of capitol tours conducted and campus events permitted and coordinated.

Visitor Services values the following principals of operation:

- ▶ Strong customer service and public service values at every level of the program.
- ▶ Strong teamwork principals and high employee and volunteer satisfaction and motivation.
- ▶ Strong stewardship principals for the Capitol Campus, Legislative Building, and ethics related to democratic public access and participation and education of governmental processes.

	Biennium		
	2005-07	2007-09	2009-11
Goal:	Provide high quality civic education to visitors to the State Capitol.	Provide high quality civic education to visitors to the State Capitol	Enhance civic education program with two new educational pieces/brochures.
Objective:	Maintain a well trained tour guide staff and volunteer staff.	Maintain a well trained tour guide staff and volunteer staff and innovative educational programming.	Work with scouting community re: brochure or program for earning badges.
Strategies:	Provide on-going training opportunities for tour guides and volunteer guides. Topics: Legislative Building History; Legislative Process; Capitol Campus; State and Local History; Local Native American education; Supreme Court and Judicial System. Conduct more educational programming in new public spaces in Legislative Building.	1. Provide on-going training opportunities for tour guides and volunteer guides, including topics described in 2005-07. 2. Add one new educational element to tour programming.	Develop intern opportunities for high school students as tour guides or visitor center assistants.
Performance Measures:	Average # of training opportunities employees participate in per quarter.	Average # of training opportunities employees participate in per quarter.	Accomplish at least one internship in the State Capitol Visitor Services Program.

Goal:	Provide safe, organized public access to state government facilities on the Capitol Campus by permitting and coordinating activities and events.	Provide safe, organized public access to state government and Capitol Campus via Campus Relations Program (Permitting Office) coordinating activities and events.	Provide safe, organized public access to state government and Capitol Campus via Campus Relations Program (Permitting Office) coordinating activities and events.
Objective:	Provide excellent customer service when scheduling activities and events that occur on the Capitol Campus, as well as maintaining a complete and accurate calendar of events.	Provide excellent customer service when scheduling activities and events that occur on the Capitol Campus, as well as maintaining a complete and accurate calendar of events.	Provide excellent customer service when scheduling activities and events that occur on the Capitol Campus, as well as maintaining a complete and accurate calendar of events.
Strategies:	The Events Scheduling Office will provide a calendar of events for the Capitol Campus to; WSP Capitol Campus Security Office, Security Offices of the State Legislature, Olympia Police Department, and other appropriate state agency points of contact.	The Events Scheduling Office will provide a calendar of events for the Capitol Campus to; WSP Capitol Campus Security Office, Security Offices of the State Legislature, Olympia Police Department, and other appropriate state agency points of contact.	The Events Scheduling Office will provide a calendar of events for the Capitol Campus to; WSP Capitol Campus Security Office, Security Offices of the State Legislature, Olympia Police Department, and other appropriate state agency points of contact.

	Biennium		
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	2005-07	2007-09	2009-11
Performance Measures:	1. Number of activities and events scheduled and coordinated on the Capitol Campus. 2. Number of permits issued.	1. Number of activities and events scheduled and coordinated on the Capitol Campus. 2. Number of permits issued.	1. Number of activities and events scheduled and coordinated on the Capitol Campus. 2. Number of permits issued.
Goal:	Provide accurate and timely information to the visiting public through the State Capitol Information Center	Provide accurate and timely information to the visiting public through the State Capitol Information Center	Provide accurate and timely information to the visiting public through the State Capitol Information Center
Objective:	Provide current information on the location of state agencies and offices	Provide current information on the location of state agencies and offices	Provide current information on the location of state agencies and offices
Strategies:	Maintain constantly updated information on location of state agency offices, working with agency public information officers.	Maintain constantly updated information on location of state agency offices, working with agency public information officers.	Maintain constantly updated information on location of state agency offices, working with agency public information officers.
Performance Measures:	Number of visitors using Visitor Information Center.	Number of visitors using Visitor Information Center.	Number of visitors using Visitor Information Center.

Goal:	Customer Satisfaction	Customer Satisfaction	Customer Satisfaction
Objective:	Maintain solid, active volunteer program to assist with providing tours of the Capitol Building and grounds, as well as visitor assistance at the Information Center.	Maintain solid, active volunteer program to assist with providing tours of the Capitol Building and grounds, as well as visitor assistance at the Information Center.	Maintain solid, active volunteer program to assist with providing tours of the Capitol Building and grounds, as well as visitor assistance at the Information Center.
Strategies:	Provide recruitment, training, and recognition program for volunteers in Visitor Services Program. Highlight personal volunteer stories in community media.	Provide recruitment, training, and recognition program for volunteers in Visitor Services Program. Highlight personal volunteer stories in community media.	Provide recruitment, training, and recognition program for volunteers in Visitor Services Program. Highlight personal volunteer stories in community.
Performance Measures:	Number of volunteer hours per quarter.	Number of volunteer hours per quarter.	Number of volunteer hours per quarter.